

**MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
REGIONAL COUNCIL RETREAT**

January 7, 2000
Glendale Civic Center
Glendale, AZ

MEMBERS ATTENDING

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| * Mayor Neil Giuliano, Tempe, Chairman | Supervisor Andy Kunasek, Maricopa County |
| Mayor Ron Drake, Avondale | Mayor Wayne Brown, Mesa |
| * Mayor Dusty Hull, | * Mayor Edward Lowry, Paradise Valley |
| Buckeye | Mayor Skip Rimsza, Phoenix |
| * Mayor Edward Morgan, Carefree | Mayor John Keegan, Peoria |
| * Mayor Vincent Francia, Cave Creek | * Mayor Mark Schnepf, Queen Creek |
| Mayor Jay Tibshraeny, Chandler | * President Ivan Makil, Salt River Pima-Maricopa |
| * Mayor Cel Arias, El Mirage | Indian Community |
| * Mayor Sharon Morgan, Fountain Hills | Mayor Sam Campana, Scottsdale |
| * Mayor Chuck Turner, Gila Bend | Mayor Joan Shafer, Surprise |
| * Governor Donald Antone, Gila River Indian | * Mayor Adolfo Gamez, Tolleson |
| Community | Mayor Dallas Gant, Wickenburg |
| Mayor Cynthia Dunham, Gilbert | Mayor Eugene Russell, Youngtown |
| Mayor Elaine Scruggs, Glendale | F. Rockne Arnett, ADOT |
| Mayor Bill Arnold, Goodyear | Bill Beyer, Citizens Transportation Oversight |
| * Mayor Frances Osuna, Guadalupe | Committee |
| Mayor Colin Barleycorn, Litchfield Park | |

*Those members neither present nor represented by proxy.

Review Retreat Expectations and Finalize Agenda

Vice Chairman Skip Rimsza called the Regional Council Retreat to order at 8:45 a.m. He stated that Chairman Giuliano was not able to attend because of illness.

James M. Bourey welcomed all to the Retreat. During review of the Retreat agenda, he said that items of interest not on the agenda could also be discussed. Mr. Bourey stated that Doug Henton, Collaborative Economics, would give presentations on the New Economy and Valley Vision 2025.

Vice Chairman Rimsza reviewed the conclusions from the Management Committee Retreat. Vice Chairman Rimsza noted that city building departments are working on improving the building permit process. He indicated that a standard process would be of great value to the business community. He asked if anyone had an objection to the Management Committee pursuing this. Mayor Scruggs asked which MAG Committee would be studying the building codes process. Mr. Bourey replied that very likely a subcommittee of the Management Committee would be formed. Vice Chairman Rimsza commented that the mechanics of the standardization would have to be worked out by the subcommittee. Mayor Scruggs stated that retaining a city's rights to not implement codes that may not be desirable to them needs to be considered. Mayor Keegan stated that standardization to some extent is a good idea, but the character of each city should be retained.

Mayor Gant stated his support for the concept. Mayor Brown stated that standardization is long overdue. He said that he had testified before the Legislature on a unified plumbing code, which was not well received. Vice Chairman Rimsza stated that direction be given to the Management Committee to study the concept of standardization of building codes. He indicated that he would like to see Phoenix participate. Vice Chairman Rimsza asked if there was further discussion on the Management Committee Retreat conclusions and if anyone objected to the items they recommended pursuing. Hearing none, he asked Mr. Bourey to present the next topic for discussion.

Review 1999 Organization Activities

Mr. Bourey stated that he would summarize some of the highlights shown in the Executive Director's Annual Report of Major Accomplishments for 1999.

Mr. Bourey summarized the *Organizational Structure and Operational Improvements* section. Mr. Bourey stated that evaluations of the Executive Director and Managers were given by staff members, in addition to evaluations of staff themselves. Mr. Bourey stated that the committee process was restructured, a videoconferencing system plan was developed, equipment was evaluated for Y2K compliance, and a disaster recovery plan was completed. In addition, additional professional development opportunities for staff were made available, and an Employee Appreciation Day was initiated.

Mr. Bourey summarized the *Fiscal Management* section of the report. He noted that MAG was awarded the Government Finance Officers Association Certificate for Excellence in Financial Reporting, updated the DBE policy, and completed a revised contract with ADOT. Vice Chairman Rimsza asked the significance of the ADOT contract. Mr. Bourey replied that funds are distributed to MAG through the contract. Vice Chairman Rimsza asked if the contract is renewed annually. Mr. Bourey replied that it will be a five year contract.

Mr. Bourey summarized the *Communications and Agency Outreach* section of the report. He stated that MAG collaborated with PAG to facilitate common objectives, partnered with the business community, participated in the Governor's Ozone Alert Program, and participated in the Governor's Vision 21 Task Force process. Vice Chairman Rimsza asked Mr. Bourey to expand on the Task Force process. Mr. Bourey stated that 30+ members were appointed to the Task Force by the Governor. He said that their interim report was issued in December, with the final report expected the end of 2000. Mr. Bourey stated that the Task Force is examining statewide transportation needs and funding and governance. He indicated that their findings could have a significant impact. Vice Chairman Rimsza stated that MAG is designated by federal law, not by rules of our own making. He said that the Legislature is beginning to understand this.

Mr. Bourey stated that MAG hosted a MAGIC Advisory Forum, updated the MAG website, continued implementation of the Strategic Communication Plan, held a series of Y2K Forums, and continued distribution of Regional Council Activity Reports.

Mr. Bourey summarized the *Program Accomplishments* section. He said that during the year, many environmental plans for the Region were adopted. He said that preliminary indications by the EPA show that they will find the PM-10 plan acceptable and our air quality conformity will be reaffirmed. Mr. Bourey mentioned that an award of \$100,000 for Alternative Fuel Vehicles and a grant for "It All Adds Up to Cleaner Air" campaign were received. He said that the Annual Human Services Plan was completed, integrating reductions of \$800,000 in funding. MAG assumed responsibility for the Federal Continuum of Care process for homeless programs. Mr. Bourey stated that a successful first year of operations for MAGIC was completed, establishment of a new construction program and enhancements to the Local Update of Census

Addresses were significant accomplishments in the past year that will be of great benefit to the Region at Census time. Mr. Bourey noted that the Subarea Allocation Model was enhanced and NT workstations were introduced, which will greatly reduce cost and model run times.

Mr. Bourey stated that reports and draft goals for the Valley Vision 2025 project were completed and would be discussed later in the day, activities of growth management initiatives were tracked, a \$450,000 grant was received for the Agua Fria Corridor Plan, and Pedestrian Plan 2000 was completed. Mr. Bourey summarized Transportation Accomplishments. He said the level of ADOT funding to the region was increased from 10.5 percent to 28 percent over a two year time. A new planning and programming process, known as the Casa Grand Resolves, was developed. He said that the Fixed Guideway System Study was completed and the initial light rail corridor preliminary engineering was facilitated. Mr. Bourey mentioned that a \$300,000 grant was received to update the MAG Regional Aviation System Plan. He said that MAG increased its leadership role in ITS planning by initiating a regional ITS plan and integrating the AzTech project. He said the MAG Congestion Study was completed that will better simulate traffic conditions.

The New Economy and New Models in Regional Leadership and Governance

Mr. Bourey introduced Doug Henton of Collaborative Economics, and consultant on the Valley Vision 2025 project. Mr. Henton gave an overview of the New Economy. He said that government and the private sector need to work together. Mr. Henton stated that the New Economy is about how we do things, not what we make. The New Economy is a set of new sources of competitive advantage faced by all industries. Mr. Henton stated that the New Economy is about speed, quality, flexibility, knowledge and networks. Mr. Henton said that the Internet today is as innovative as electricity was 50 years ago. Standardization of building codes and permits on the internet are examples of how this speed affects our lives. Mr. Henton stated that Henry Ford's concept of everything under one roof is an example of the Old Economy. The New Economy brings smaller companies together to put out a product. It is an economy driven by industry clusters.

Mr. Henton displayed a slide showing employment numbers. He indicated that the New Economy has changed the nature of work and many employees now work at home. He said that most growth is occurring among companies with less than 100 employees and the average company has less than 20 employees. Mr. Henton stated that 20 percent of the workforce work for themselves. He said that the New Economy has changed the nature of work, to include a rise of the free agent or portfolio worker. He indicated that a rise in telecommuting results in people not having to commute to work. Vice Chairman Rimsza commented that one commute is reduced, but another type, for services such as deliveries, would increase. This could impact landfill issues, where single box packaging must be disposed of, rather than bulk disposal. Mr. Bourey stated that telecommuting affects traffic patterns significantly.

Mr. Henton displayed a table on the next slide showed a comparison of four industrial economic eras. Vice Chairman Rimsza stated that telecommuting does not lend to a downtown center concept. Mr. Henton stated that work centers would be established. He indicated that new models of Economy are stuck in the old models of Place. Mr. Henton stated that economic regions, a distinctive quality of life, vital centers, choice for living and working, speed and adaptability, and the natural environment are values of the New Economy. He stated that companies choose to locate where there are talent and a good quality of life.

Mr. Henton summarized the framework, vision and values of the Silicon Valley 2010 project. He noted that the innovative economy increases productivity and prosperity. Job growth is slowing down, but wages and productivity are increasing. Mr. Henton said that most residents agreed that maintaining a quality of life and preserving open space are important to retain and attract a skilled workforce. He said that most residential

growth happens through recycling land and buildings in developed areas, to grow inward, not outward. Mayor Keegan stated that the citizens articulate that this is a desired way to do things, but still opt for larger home lots. Mayor Shafer commented that this approach applies to larger cities, not smaller ones. Mr. Henton stated that Atlanta is a good example of sprawl. The number 1 developer found he could profit more by building downtown. Mr. Bourey stated that Atlanta had to look inward, since they were restricted because of air quality and other issues. Vice Chairman Rimsza stated that 10 years ago, no one would have predicted that homes would be built at Central Avenue and Indian School Road. He said that 7 new housing projects are planned in the area. Vice Chairman Rimsza commented that infill projects do not have the competition that is present in suburban projects. Mayor Scruggs stated that patience is needed when trying to bring people back to downtown. When the revitalization of an area is completed, will the trend still be to locate downtown?

Mr. Henton stated that education is an important factor in connecting people to opportunity. He explained how the Silicon Valley joint venture works. The Board is co-chaired by one elected and one private sector representative, and is composed of representatives from business, government, community, and education. The project, organized as a non-profit network that supports initiatives, is $\frac{3}{4}$ funded by private sector, and $\frac{1}{4}$ by government. Mr. Henton summarized the five year results of the 2010 project, which included internet connections, school reforms, uniform building codes and permits, and childhood health promotions.

Mr. Henton spoke about Chicago Metropolis 2020, which was a vision of Chicago in the 21st century, and was modeled after Daniel Burnham's 1909 Plan for Chicago. He mentioned that all area school children received and studied the plan. Vice Chairman Rimsza stated that structural issues differ from community to community. He indicated that certain organizations have their own interests that keep us from working together. Newspapers report news that represents the interest of their own area, thus increasing their readership. Vice Chairman Rimsza stated that the transit election will benefit the entire region. Mr. Henton noted that identifying those in the business community who care is important. He noted that the region that does not have an economic strategy falls apart.

Review and Discuss Regional Organizational Structure Models and Enhancement to Regional Governance and Membership

Mr. Bourey stated that a Comparative Analysis Survey of Councils of Government completed by staff was included in the agenda binder. Mr. Bourey summarized the questions that 16 similar COGs, Regional Councils, and MPOs were asked in the survey. He showed a slide listing the organizations surveyed and their similarities to MAG. Half of the organizations have weighted voting and are in the process of examining their membership. He stated that, in contrast to MAG, a majority of the organizations have representation corresponding to population. A majority of those surveyed do not have a citizen transportation board member. Mr. Bourey indicated that this is a unique representation.

Vice Chairman Rimsza asked if all surveyed have weighted or proportional voting. Mr. Bourey replied that only two of those surveyed do not have some form of weighted voting or proportional membership.

Mr. Bourey stated that the MAG Bylaws, potential governing board discussion issues, and a memo from MAG counsel, Barbara Goldberg, were included in the agenda binder. Vice Chairman Rimsza explained the four alternatives outlined in Ms. Goldberg's memo.

Alternative 1 (No vote; No pay). MAG would create a new category of participant that would not be a member of the corporation. It could be called Associate Government (AG). The AG could attend

Management Committee and Regional Council meetings and participate in other committees, but they are not formally part of these bodies. The AG would not vote or pay dues to MAG. This could be done by resolution, and does not require an amendment to the Bylaws.

Alternative 1A (No vote; Pay). This alternative would also create a new category called Associate Government (AG). The AG would not be a member of the corporation and would not have a vote, but they would pay dues based on their population in Maricopa County. They would participate in the Management Committee. They may be allowed to participate in Regional Council discussions, but they are not formally part of the Regional Council because they do not vote and are not members. An amendment of the Bylaws is required.

Alternative 2 (No vote; Pay) This alternative is exactly the same as Alternative 1A, except that the new category is called an Associate Member. An amendment of the Bylaws is required.

Alternative 3 (Vote; Pay) This alternative would allow any city or town that is partly located in Maricopa County to be a member of MAG. The city or town would vote. In the case of weighted voting and calculation of dues, their entire population would be counted. The provisions for Indian communities' voting and calculation of dues are changed to count the entire population residing within reservation boundaries. A similar change to the financial provisions to count the entire population of a city or town could also be done with Alternatives 1A and 2. An amendment of the Bylaws is required. Vice Chairman Rimsza noted that this alternative would not be considered, since the action taken by the Regional Council did not include voting rights.

Mr. Bourey stated that the Management Committee agreed that Alternative #1 was most appropriate. Vice Chairman Rimsza asked Ms. Goldberg for confirmation that the no pay, no vote alternative #1 would comply with the Bylaws. Ms. Goldberg affirmed that Alternative #1 would comply with the Bylaws.

Vice Chairman Rimsza stated that Apache Junction requested only a non-voting membership. Mayor Shafer commented that Sun City feels that they will be given a seat. Vice Chairman Rimsza noted that Sun City is an association, not elected body. Mayor Russell commented that the Bylaws state that members are located in Maricopa County. Vice Chairman Rimsza stated that a portion of Apache Junction lies within the geographic boundaries of Maricopa County and that they are in the non-attainment area. Mr. Bourey stated that Apache Junction is also a part of the TIP and funding package. He indicated that the region receives funding based on Apache Junction's population. Vice Chairman Rimsza noted that by federal law, the only city required to create an MPO is Phoenix. Mr. Bourey stated that the central city has to concur. Mayor Russell stated that granting Apache Junction membership opens the door to cities that lie within 2 counties. Vice Chairman Rimsza replied that geographic lines should not matter when dealing with regional issues.

Mayor Scruggs noted that membership of the Indian Communities and cities in Maricopa County are specified in the Bylaws. She indicated that a class of membership was created that was not recognized in the Bylaws. Vice Chairman Rimsza noted that adding Apache Junction as a non-voting member does not require a change to the Bylaws. He indicated that the body could examine this issue in the upcoming year.

Mr. Bourey stated that ADOT Board Member Participation would be discussed next. Mr. Bourey stated that legislation changed the makeup of the State Transportation Board to include a second representative from Maricopa County. Mr. Arnett stated that both should be members and both have a seat. Mayor Scruggs indicated that the law changed for a reason and intends for both representatives to have a seat. She said that the Chairman of the Maricopa County Board of Supervisors changes yearly, which reduces the possibility of

that representative serving on the Regional Council. Mr. Arnett stated that it is better to be inclusive than exclusive. He indicated that he welcomes Mayor Gant's input. Mr. Arnett stated that both representatives need to participate on an ongoing basis, whether they both vote or not. Vice Chairman Rimsza asked for clarification of the voting procedure for the ADOT representative. Mr. Bourey replied that the representative gets 1 vote on transportation, weighted or not. Mayor Keegan asked for clarification of weighted voting. Vice Chairman Rimsza explained the process when a weighted vote is requested. He stated that a weighted vote only blocks action on an item. Mr. Bourey stated that page 12, Section 1, (B) of the Bylaws clarifies weighted voting. Mayor Scruggs mentioned that (C) mentions that since the ADOT Board and CTOC do not represent population, they always have one vote each. She stated that both Board representatives will have something to contribute and she supports forwarding to the Regional Council any rewording necessary to the Bylaws to include both Board members as full participants with a vote each. Mayor Scruggs noted that wording could be included governing the situation where a member may be serving in two capacities, as in Mayor Gant's situation.

Vice Chairman Rimsza asked for comments on forming a Bylaws Committee if a change is required or use the alternative recommended for including Apache Junction. Mayor Campana stated that ADOT has traditionally had one vote and represents one organization. She suggested using the Apache Junction model. Mayor Shafer asked when the last revision to the Bylaws took place. Mr. Smith replied the last revision was in 1996. Vice Chairman Rimsza asked for Mr. Arnett's position. Mr. Arnett stated that he would like the other member at the table, whether voting or not. Mayor Arnold suggested forming a committee to examine the Apache Junction and Board member issues.

Mayor Scruggs mentioned that a committee is not needed. She referred to the Bylaws, Article 3, Section 3, which states that "membership of the Maricopa Association of Governments can be increased by a majority vote of the members." She suggested bringing forward the issue to the Regional Council for a vote. Mayor Scruggs commented that amending the Bylaws requires a tremendous amount of work. Mayor Barleycorn stated his agreement with Mayor Scruggs's suggestion.

Vice Chairman Rimsza asked if there were any objections to bringing forward the issue to the Regional Council for a vote. Mayor Arnold asked if the action taken by the Regional Council would include the vote. Vice Chairman Rimsza stated that the issue would be presented to the Regional Council in 2 steps: whether to bring the new State Board member to the table; and second, if the member is brought to the table, to determine the voting status of the new member. Mayor Barleycorn commented that the Bylaws state one vote for District 1. Barbara Goldberg stated that because the Bylaws refer to 1 vote for the ADOT Board member, an amendment to the Bylaws is advisable.

Vice Chairman Rimsza stated that the full body of the Regional Council needs to decide this. He stated that the Executive Committee would discuss the issue at their next meeting, followed by consideration by the Regional Council. Mayor Brown asked the reason for the Executive Committee to consider the issue. Vice Chairman Rimsza replied that the Executive Committee would work on format and wording. He indicated that the full body would not be circumvented. Mr. Bourey stated that the issue could be put on the next Regional Council agenda.

Mayor Tibshraeny asked for clarification of the State Board members' representation. Mr. Arnett replied that the two members would be from Maricopa County. He indicated that the representatives may not be east/west. Mr. Arnett stated that guidance is based on geographic balance.

Mr. Bourey asked the Regional Council members for discussion on Associate members. Regional Council members agreed not to include other Associate members.

Mr. Bourey stated that involvement of the private sector would be discussed. Vice Chairman Rimsza commented that a more proactive approach to the private sector was needed, but giving them membership would need more study. Mayor Keegan stated his support for identifying private sector organizations such as Chambers of Commerce or GPEC, and giving them the opportunity to become involved on a committee or advisory level. Mr. Bourey stated that MAG has been increasing proactive involvement by joining organizations such as the Chamber of Commerce and Valley Forward. He asked for ideas on additional communications. Vice Chairman Rimsza stated that increasing communication is healthy. By increasing knowledge of what MAG does, other groups realize that MAG has a seat at the table by right. He said that we can be helpful to move people and get results, as in the case of air quality conformity. Mayor Brown stated that the idea of increased communication has merit and needs to be expanded. The Vision 21 Task Force has had an impact on the Legislature. Mayor Brown stated that by showing our role to the Legislature, we will change their idea that we are self-serving. Bill Beyer commented that Westmarc was formed to represent the governmental entities in the West Valley and has evolved into a government/business partnership. He indicated that the business community needs to be more involved. Vice Chairman Rimsza noted that the members would like to draft a model. He said that a steering committee could be formed, if needed. Mr. Bourey stated that alternatives could be developed.

Mr. Bourey asked if additional discussion of the governing board make-up was needed. There were no additional comments. Mr. Bourey asked if anyone had additional discussion on voting procedures. No additional comments were made.

Mr. Bourey stated that no requests had been made to change the structure of the Executive Committee, but discussion on the role of the Committee was appropriate. He noted that the role of the Committee has increased, especially on the budget, and as a forum to discuss issues before the Regional Council meetings.

Mayor Barileycorn asked for clarification of the Executive Committee structure. Mr. Bourey explained that 5 members comprise the Executive Committee, the Chairman, Vice Chairman, Treasurer, the Past Chairman, and an At Large member. The Committee has the authority to enter into contracts, which are subject to ratification by the full Regional Council. Vice Chairman Rimsza commented that staff is able to bring issues requiring more clarification to the attention of the Committee. Mayor Scruggs noted that, in the past, the Executive Committee had held only 3-4 meetings per year. She said that the Committee now meets every month with the purpose of clarifying presentation of information and material that will be given to the Regional Council. Mayor Scruggs added that the Executive Committee takes no final actions. Mayor Scruggs suggested that the minutes from the meeting changing the Executive Committee structure from 3 to 5 members would help understanding of the structure. Mayor Brown asked the procedure for electing a new member when the term of Executive Committee member is up. Vice Chairman Rimsza noted that the entire Regional Council elects the Executive Committee members. Mr. Bourey stated that the role of the Nominating Committee is important. Regional Council members expressed comfort with the role the Executive Committee was playing.

Mr. Bourey stated that MAG/RPTA consolidation would be discussed. He said that this issue was discussed at the RPTA Retreat. Mr. Bourey said that a bill will be introduced to the Legislature folding RPTA into MAG. Vice Chairman Rimsza explained the role of the RPTA. He said they are empowered to allocate state funds for bus service, and allow communities that have their own funds to coordinate activities.

Ken Driggs stated that in 1985, the RPTA was to be the entity to operate bus and rapid transit for the region. He indicated that most of the money comes from city funds, and the RPTA functions as coordinator.

Vice Chairman Rimsza stated that city funds for transit could be used for other services, but there are no regional funds for transit. He said that the Legislature needs to allocate money for bus service to communities without a tax base for their operations. Vice Chairman Rimsza stated that Phoenix is committing general fund revenue for transit.

Vice Chairman Rimsza stated that it is difficult to win a regional election and provide outlying areas with service. He explained creating a system built city by city with hubs for connecting customers. He proposed supporting an extension of the ½ tax if it goes to transit, which will give us the money to put toward enhancements, such as light rail. Vice Chairman Rimsza noted that this will move our region ahead. Mr. Driggs stated that under ISTEA, MAG could flex funds to transit. Future revenue was pledged to leverage the purchase of buses. Mr. Driggs said that after 2005, RPTA will need to be shored up.

Mayor Keegan stated that a good transit system is a desirable goal. He said that there has never been a successful transit system without geographic restraints or high cost for alternative transportation. Mayor Keegan noted that we have no geographic restraints and a huge amount of money will be needed to achieve a good system. He asked Mr. Driggs the trip statistics. Mr. Driggs stated that 125,000 trips per day, 28 million trips per year, with no Sunday service, are made.

Vice Chairman Rimsza stated that in discussions with gasoline distributors, he has been informed that gas prices will rise. He questioned the kind of future we will have if the investment in transit is not made. Vice Chairman Rimsza stated that the ½ cent sales tax needs to be a statewide tax. He said that the business community supports the transit tax election. Vice Chairman Rimsza expressed concern for a potential crisis if money for transit is not available after 2005.

Mayor Scruggs stated that citizens need to be aware of the possibility of not having transit. She indicated that Glendale would be updating their transit plan, which will include transit as a key component of welfare to work and quality of life. Mayor Shafer stated that the tax is hard to sell on the west side, since the west side never got a freeway.

Vice Chairman Rimsza commented that initial capital costs for light rail are higher than bus, but operating costs are much lower. He said that a bus accommodates 40 passengers per trip, whereas light rail accommodates 300. Mayor Shafer asked about connections from station to workplace. Vice Chairman Rimsza explained that a passenger would go to the station and use park and ride or is dropped off, would ride to the next station and either walk, take a bus or cab, or ride a bike to the workplace. He stated that bus and rail are both needed in the plan. Vice Chairman Rimsza noted that with the aging of America, transit is becoming increasingly important.

The Retreat convened for lunch at 12:25 p.m.

The Retreat reconvened at 1:30 p.m.

Mr. Bourey summarized the conclusions from morning session of the Regional Council Retreat. He said that it was the consensus to proceed with the Management Committee recommendations and seat Apache Junction at the Management Committee and Regional Council with no voting status. Mr. Bourey stated that it was decided that the Regional Council would vote on membership for the second Transportation Board

representative and whether each representative will have a vote. Associate members would not be added, and no changes in the governing board were needed. Mr. Bourey said that options for private sector involvement in MAG activities would be researched and a proposal presented to the Regional Council.

Review and Discuss Valley Vision Goals and Identify Implementation Strategies

Mr. Bourey stated that the draft Valley Vision 2025 Goals and the Valley Vision 2025 Public Forums Summary Report were included in the agenda packet. He noted that finalization of the report is in process. Mr. Bourey mentioned that feedback and involvement of the members is requested. Mayor Shafer asked the total of expenditure for the project. Mr. Bourey replied \$550,000 to \$600,000.

Mr. Henton reviewed the goals of Valley Vision 2025. He said that the process was retooled, including development of a framework that incorporated public input and subcommittee work to identify goal statements that describe the region's desired future. Mr. Henton stated that a strong framework focuses on outcomes, not strategies. The proposed framework of Valley Vision 2025 includes the principles of people, prosperity, place, and partnerships. These themes replace the old themes of the five "C's": cotton, cattle, copper, citrus, and climate. Mr. Henton summarized the vision for continuous improvement. Investing in skills of the Valley's residents, rather than attracting people; high quality development and preserving open space, rather than sprawling development; growing our own industries rather than attracting companies with low cost labor; implementing strategic regional partnerships and establishing a consensus between local and regional public and private sector decision makers; and continuous improvement through community engagement. He said a mechanism to bring the business community together with the public is needed.

Mr. Henton summarized the high priority issues determined by the subcommittees and collaboratives. He stated that the next steps are to incorporate comments on the draft framework and goals, integrate input into a draft vision document, and develop and launch a community outreach strategy.

Mr. Bourey stated that Quentin Smith is developing a model to pursue this effort. He said the model would be presented for Regional Council review when completed.

There being no further business, the meeting adjourned at 1:45 p.m.

Chairman

Secretary